

The Weekly Ledger

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THE WEEKLY LEDGER
L. M. White, Editor.

\$1.50 Per Year, Cash in Advance
In Audrain and adjoining counties.
Elsewhere \$2 a year in advance because of advanced postal rates.

GIVES ALL THE NEWS THAT'S FIT TO PRINT ALL THE TIME
THE EVENING LEDGER, 50c a month; or \$5 by mail in advance; on Rural Routes, \$4 per year in advance in Audrain County only.

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NINE TESTS FOR A TOWN.

IN Kansas Municipalities, the magazine of the Kansas League of Municipalities, L. N. Flint, head of the department of journalism at the University of Kansas, discusses the problem of town boosting under the head of "Selling Your Town." After warning against unwarranted bragging and straight out lying as means of interesting outsiders in the possibilities of "your town" and of keeping the home folks satisfied, Mr. Flint lists nine tests upon which to base a municipal advertising campaign. Here they are:

First test: Can I educate my family and myself in that town? How about its public schools, present and future? Its institutions of higher education or business training? Its libraries? Its lectures and concert courses? Its newspapers and mail service?

Second test: Will my family and I have a reasonable chance to keep well in that town? How about its water supply? Its system of milk inspection? Its health officials? Its hospitals and physicians? Its sanitary conditions?

Third test: Will I like the town—the atmosphere of the town? Does it have the feeling of shaded streets? Is the surrounding country attractive? Is it a quiet, cozy, airy town? Is it a noisy town? Does it have historic interest? Does it have attractive federal, county or city buildings? Does it have the advantages of an independent city or those of a suburban town?

Fourth test: Shall I know and like the people of the town? Are they "home folks" without false exclusiveness? Are they believers in progressive city government? Are they supporters of civic organizations and movements? Is the town free from factions? How about the churches, lodges, Y. M. C. A., and social organizations?

Fifth test: Can I have a good time in that town—I and my family? Are the modern comforts and conveniences available for its residents—light, gas, telephones, etc. How about the theater? How about the extent and condition of the streets or pavements inviting to pleasure drivers? Are there points of interest in the vicinity? Are there opportunities for boating and bathing? Does the town have a good band? Good entertainment and athletic events?

Sixth test: Can we live reasonably and well in that town? What are the housing and shopping conditions? Seventh test: Is the town easily accessible to the outside world? Does it have adequate railroad connections and local street car system connecting stations? Does it have interurban lines, well marked automobile routes, or hard surfaced roads?

Eighth test: Can I make good use of money through investment opportunities in that town? Are there good banking facilities, large manufacturing interests, prosperous stores, shipping facilities, favorable labor conditions, a prosperous farming territory, fair real estate values, a reasonable tax rate, reasonably cheap power? Am I sure of active co-operation from the business organizations of the town?

Ninth test: Can I get a job in that town? Are the natural opportunities for employment good? Can I get assistance from organizations making it their business to introduce and establish new commercial interests and to welcome new citizens?

MEXICO'S POPULATION 6,013.

THE census returns show that the increase in Mexico during the last ten years has only been seventy-four. This gives our population as a total of six thousand and thirteen. The census returns were a great disappointment to most of us who figured that we would have at least ten per cent increase; but at that, a large number of towns are showing a decrease, and it

is better to grow a little, steadily even if slowly, at the time, than to fall behind. With the proper housing facilities Mexico should have at least ten thousand people by the next census.

SOCRATES Sowers says he has noticed that the fellow who doesn't do well today does worse tomorrow.

THIS is a poor time for a "good spender" to blow about how much he is spending. A dollar saved now will be worth two dollars in a year or so.

PRODUCE more, save more, and spend less, and you will assist materially in reducing the high cost of living; and that is the only way to do it.

THE Republicans will nominate Judge Selden Spencer for the Senate and Arthur Hyde for Governor, and the Democrats with a good strong ticket should carry the state with the usual majority.

THE way to help adjust the affairs of this country is to produce more and spend less. Economy and hard work will get results more at this time than ever before in the history of this country.

THE Republican women of Missouri refused to be stepped on by the Republican men of Missouri at the state convention in Kansas City. The women apparently know what they want and how to get it in politics as well as in other lines of activity.

THE farmers of Audrain County and the Chamber of Commerce should co-operate cordially together in every forward movement. What is for the interest of the farmers is of chief importance to Mexico, and what is good for Mexico should be for the advancement and betterment of the whole country. Co-operation will get results.

SOME of the people who are criticizing the Mexico census returns are probably to blame for the results. One of the chief reasons that Mexico does not grow faster than it does, is on account of the small families. You will find large houses, where there should be a half-dozen children, where there are probably none. You have got to keep up with the death rate if you want to grow.

THE Mexico Ledger wants to congratulate the County Court, the Eight-Mile Road District and everybody else co-operating in the direction of building the permanent road just east of Mexico. We have been building roads on paper for a great many years and we are glad to know that we are getting a start in reality on the ground. Nothing will advance the interests of Mexico and Audrain County more than permanent good roads.

PLANS ARE BEING MADE FOR NEXT YEARS SCHOOL WORK IN COUNTRY

Plans are already being made in regard to the 1920-21 term of school in Audrain County rural districts by the school authorities. New subjects are being considered and it is possible that new and later text books may be substituted for those now in use. Advances along other lines as well as expected and the next term of school in the rural section of this county is looked forward to as one of the most progressive of the decade. This year thirty teachers were employed in the rural districts and it is thought at least this many and possible more will be used next year. The salaries of this county which are higher than the majority of other counties in this state make possible the employing of the most efficient teachers.

Welcome to Mexico.

Mr. and Mrs. Hugh Horton have moved to their new home in Mexico. We regret to lose these estimable people from our community but wish them well in their new home.—Martinsburg Monitor.

To Build School.

Through the efforts of County Superintendent of Schools Ed Offutt the Walsh Fire Brick Co., of Vandalia, will build a school house in its employee colony. The Vandalia School Board will outfit the school and supply the teacher. This will give school facilities to 65 children who have had a hard time attending school because they were almost two miles from the building. Mr. Offutt is to be congratulated upon his work in this field. Vandalia and the Walsh company also are to be congratulated.

Carnival Fight at Fulton.

FULTON, Mo., May 6.—A keen fight is expected before the City Council Thursday night, when the carnival matter will be threshed out, petitions being on file for and against prohibitive licenses. All of the civic clubs of the city, as well as churches,

JAMES E. BENNETT & CO. GRAIN, PROVISIONS, STOCKS AND BONDS
332 South La Salle Street, Chicago, Ill.
ST. LOUIS PEORIA

Lane Building, Corner Jefferson and Promenade Streets. Phone 9
211 Merchants Exchange
11 Board of Trade
KANSAS CITY
1012 Baltimore Ave.
PRIVATE WIRES
Orders in Futures Solicited and Properly Cared for in all Leading Markets.
Grain Shipments Solicited
MEXICO OFFICE

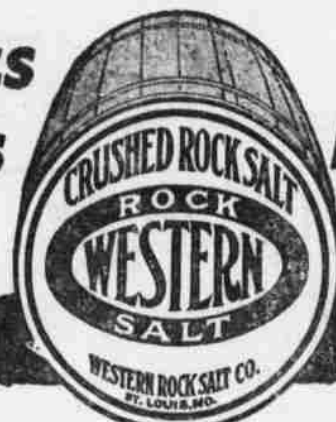
are lined up against permitting carnivals to come to town.

T. P. Harrison, of McCredie, was in Mexico on business Thursday.

Mrs. Sam Fraley is improving after having been ill for several days.

J. T. Bosley is critically ill at the Audrain Hospital.

Costs Less Goes Farther



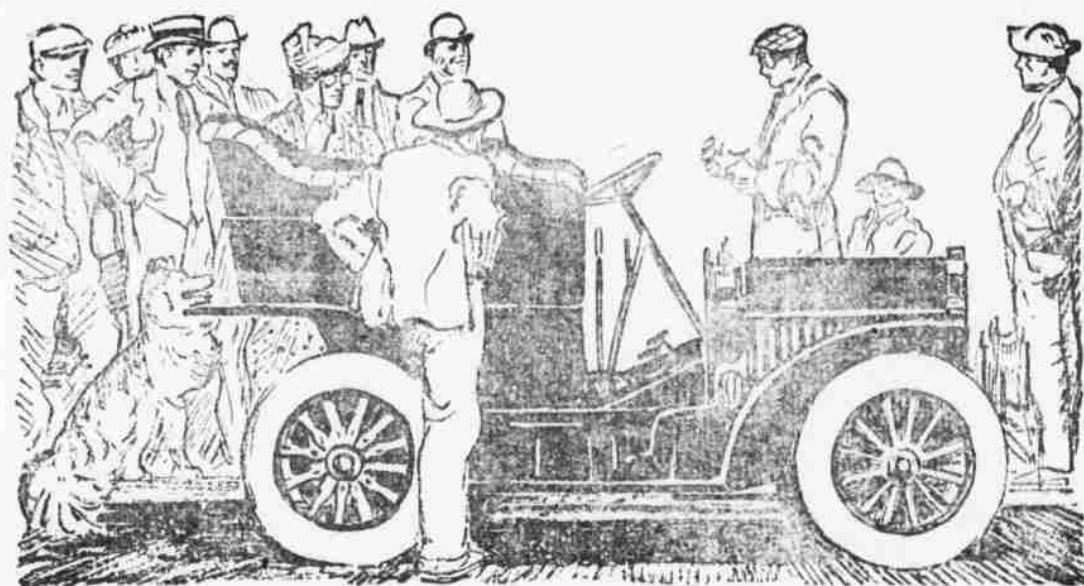
And is Best for 85% of All Farm Uses

If looks count with you use white or evaporated salt for table or dairy use. But for all other uses, which will total at least 85%, you will not only save money but will get better results if you use Western Crushed Rock Salt. This is because it is 12% purer than white salt—is not bleached or adulterated in any manner—is in fact, 98% pure salt. It costs less at the start than white salt—and it goes at least 1 1/2 farther. Get a barrel or sack—it's ideal for curing meats, hides, hay, straw and sludge; for ice and ice cream making; for feeding stock; for killing weeds, and dozens of other purposes.



FOR SALE BY
F. P. OYE Vandalia, Mo. & SONS

WESTERN
Crushed
Rock Salt



They used to call a man a "sport" when he bought an automobile

THAT was before the days when pretty nearly everybody owned one—or could, if he wanted to.

There was a lot of waste about motoring in those days. A man spent a lot of money on his car and never thought very much about what he was getting in return.

II

When a man buys a tire nowadays he has a pretty definite idea of what he expects to get out of it.

The dealer who sells him one that gives him less than he expects isn't likely to get any more of his business.

That's one of the reasons why we handle U. S. Tires—and recommend them to the

motorists of this community.

III

The U. S. reputation for quality is not built on any one tire.

There is not one standard for large U. S. Tires and another standard for small ones.

Every tire that bears the name "U. S." is built the best way its makers know how to build it. The oldest and largest rubber concern in the world cannot afford to play favorites in seeking its public.

IV

Come in and tell us what you are looking for in tires.

We can probably tell you whether you need a U. S. Nobby, Chain, Usco, Plain, or a Royal Cord.

Select your tires according to the roads they have to travel:
In sandy or hilly country, wherever the going is apt to be heavy—The U. S. Nobby.



For ordinary country roads—The U. S. Chain or Usco.
For front wheels—The U. S. Plain.
For best results—everywhere—U. S. Royal Cords.

United States Tires

Bailey & Towles, Mexico, Mo.
Hoxsey & Shroat, Mexico, Mo.
Mexico Motor Co., Mexico, Mo.
Orpheum Garage, Mexico, Mo.

G. W. Russell, Benton City, Mo.
W. A. Heizer, Molino, Mo.
Pete Erdel, Jr., Rush Hill, Mo.
Martinsburg Garage, Martinsburg, Mo.
Considine & Wales, Thompson, Mo.

A cold bottle and a few sandwiches.

A lunch that hits the right spot if

Griesedieck Light Beverage

is in the bottle.

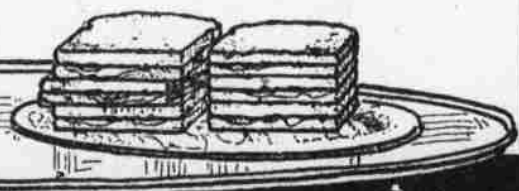
Try a bottle with your lunch today and notice how much better everything tastes.



Griesedieck Light Beverage is a strictly non-intoxicating drink with a punch that gives it a character all its own. The delicious flavor and mellow smoothness, combined with its sparkling snap, makes Griesedieck Light Beverage the ideal drink.

For sale at all drug stores, soda fountains, restaurants and hotels, or by the case at your grocers.

Made by
Griesedieck Bros. Brewery Co.
19th & Shenandoah Ave., St. Louis



Distributed by Haas-Lieber Grocery Co. Mexico Missouri